

AMENDMENTS TO THE CLAIMS

Please amend the claims as follows:

1 1. (Currently amended) A method for customizing website traffic tracking
2 data comprising the steps of:
3 inserting embedded tracking code in a web page containing a cus-
4 tom event to be tracked;
5 subsequently modifying the ~~embedding~~ embedded tracking code
6 to track the occurrence of the custom event to be tracked;
7 and
8 configuring, via a user interface, a data collection server to receive
9 the custom event to be tracked.

1 2. (Currently amended) A method for customizing website traffic tracking
2 data as in claim 1, wherein modifying the embedded tracking code to track the
3 occurrence of a the custom event further comprises the steps of:
4 modifying the embedded tracking code to associate a custom
5 attribute with the custom event.

1 3. (Currently amended) A method for customizing website traffic tracking
2 data as in claim 2, wherein the custom attribute ~~may~~ is adapted to retain a value
3 after the custom event has occurred for an indefinite period.

1 4. (Currently amended) A method for customizing website traffic tracking
2 data as in claim 3, wherein configuring, ~~via a user interface, a~~ the data collection
3 server to receive the custom attribute ~~associated with an~~ event to be tracked fur-
4 ther comprises the step of:

5 assigning an expiration data to the custom attribute associated with
6 the custom event.

1 5. (Original) A method for customizing website traffic tracking data as in
2 claim 3, wherein configuring, via a user interface, a custom attribute associated
3 with an event to be tracked further comprises the step of:
4 assigning version data to the custom attribute.

1 6. (Currently amended) A method for customizing website traffic tracking
2 data as in claim 2, further comprising the steps of:
3 generating a configuration string associated with the custom
4 attribute; and,

5 inserting the configuration string in data collection code on a web-
6 site containing the custom event to be tracked.

1 7 to 16. (Canceled).

1 17. (Currently amended) One or more computer readable storage devices
2 having computer readable code embodied on said computer readable storage
3 devices, said computer readable code for programming one or more computers
4 to perform a method for customizing website traffic tracking data comprising the
5 steps of:

6 inserting embedded tracking code in a web page containing a cus-
7 tom event to be tracked;
8 subsequently modifying the ~~embedding~~ embedded tracking code
9 to track the occurrence of the custom event to be tracked;
10 and
11 configuring, via a user interface, a data collection server to receive
12 the custom event to be tracked.

1 18. (Original) One or more computer readable storage devices having
2 computer readable code embodied on said computer readable storage devices,
3 said computer readable code for programming one or more computers to per-

4 form the method for customizing website traffic tracking data of claim 17, further
5 comprising the steps of:

6 modifying the embedded tracking code to associate a custom
7 attribute with the custom event.

1 19. (Currently amended) One or more computer readable storage devices
2 having computer readable code embodied on said computer readable storage
3 devices, said computer readable code for programming one or more computers
4 to perform the method for customizing website traffic tracking data of claim 18,
5 wherein the custom attribute ~~may~~ is adapted to retain a value after the custom
6 event has occurred ~~for an indefinite period.~~

1 20. (Original) One or more computer readable storage devices having com-
2 puter readable code embodied on said computer readable storage devices, said com-
3 puter readable code for programming one or more computers to perform the method
4 for customizing website traffic tracking data as in claim 18, further comprising the
5 steps of:

6 generating a configuration string associated with the custom attribute;

7 and,

8 inserting the configuration string in data collection code on a website
9 containing the event to be tracked.